

Amendments to the Claims:

1. **(Currently Amended)** A computer implemented method for configuring one or more products, the computer implemented method comprising the steps of:

receiving a request for a branded product from a user through an online interface;
~~providing a database containing product information;~~

separating the a product into at least an item, ~~and~~ a process and an artwork wherein one or more item parameters, ~~and~~ one or more process parameters and one or more artwork parameters are identified;

applying a pricing algorithm for assigning a price to the product wherein the price is based on the item, the process and the artwork where a combination of the item parameters, process parameters and artwork parameters generates the price;

linking the item parameters, ~~and~~ the process parameters and the artwork parameters; ~~and~~
creating a product identifier for when the product is accessed; and

branding the product as requested, wherein the product is identified by the product identifier.

2. **(Original)** The method of claim 1 wherein the step of separating the product further comprises the step of supplying an item template.

3. **(Original)** The method of claim 1 wherein the step of separating the product further comprises the step of supplying a process template.

4. **(Original)** The method of claim 2 wherein the step of separating the product further

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comprises the step of creating an item definition page based on the item template.

5. **(Original)** The method of claim 3 wherein the step of separating the product further comprises the step of creating a process definition page based on the process template.

6. **(Canceled)**

7. **(Currently Amended)** The method of claim 1 wherein the one or more item parameters comprise description information.

8. **(Currently Amended)** The method of claim 1 wherein the one or more process parameters comprise quantity break pricing information.

9. **(Currently Amended)** The method of claim 1 wherein the one or more process parameters comprise pricing information.

10. **(Original)** The method of claim 1 wherein the step of creating a product identifier comprises dynamically creating the product identifier when the product is sourced, quoted or ordered.

11. **(Currently Amended)** A computer implemented system for configuring one or more products, the computer implemented system comprising:

~~a database containing product information;~~

an online interface for receiving a request for a branded product from a user;

separating means for separating the a product into at least an item, ~~and~~ a process and an artwork wherein one or more item parameters, ~~and~~ one or more process parameters and one or more artwork parameters are identified;

a pricing algorithm for assigning a price to the product wherein the price is based on the item, the process and the artwork where a combination of the item parameters, process

parameters and artwork parameters generates the price;

linking means for linking the item parameters, ~~and~~ the process parameters and the artwork parameters; and

creating means for creating a product identifier for ~~when~~ the product is accessed; and

branding means for branding the product as requested, wherein the product is identified by the product identifier.

12. **(Original)** The system of claim 11 wherein the separating means for separating the product further comprises means for supplying an item template.

13. **(Original)** The system of claim 11 wherein the separating means for separating the product further comprises means for supplying a process template.

14. **(Original)** The system of claim 12 wherein the separating means for separating the product further comprises means for creating an item definition page based on the item template.

15. **(Original)** The system of claim 13 wherein the separating means for separating the product further comprises means for creating a process definition page based on the process template.

16. **(Canceled)**

17. **(Currently Amended)** The system of claim 11 wherein the one or more item parameters comprise description information.

18. **(Currently Amended)** The system of claim 11 wherein the one or more process parameters comprise quantity break pricing information.

19. **(Currently Amended)** The system of claim 11 wherein the one or more process parameters comprise pricing information.

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20. **(Original)** The system of claim 11 wherein the creating means for creating a product identifier comprises dynamically creating the product identifier when the product is sourced, quoted or ordered.